



**Grand County Colorado Tourism Board REQUEST
FOR PROPOSAL
Public Relations, August 2023**

GCCTB Mission Statement

We inspire a sustainable, year-round tourism economy in Grand County with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions, and respecting our environment and resources.

INTRODUCTION:

The Grand County Colorado Tourism Board (GCCTB) has initiated a Request for Proposal (RFP) process to identify a qualified contractor to provide public relations services.

ORGANIZATION DESCRIPTION:

The Grand County Colorado Tourism Board (GCCTB) is a non-profit organization with 12 volunteer Board representatives appointed by the Grand County Board of Commissioners.

The Board operates through funds generated by the Lodging Tax of 1.8%, paid by visitors staying in lodging properties, excluding the "Town of Winter Park". Additional funding comes through grants from the Colorado Tourism Office and website advertising.

The goal of GCCTB is to drive tourism to Grand County and increase bookings through chambers, lodging properties, activity vendors and other tourism entities.

OBJECTIVE:

The general scope of services to be obtained as a result of this RFP includes professional **public relations** with the primary purpose of **promoting** Grand County Colorado by working with area tourism partners, chambers of commerce, lodging properties, tour operators, Colorado Tourism Office, etc. Applicants selected to submit Proposals must submit a plan that will include the integration of public relations with marketing, destination stewardship, technology, , research and promotions.

BUDGET:

Submittals shall be based on an approximate yearly budget of \$80,000 plus expenses not to exceed \$50,000. Amounts incurred or expended by the contractor in excess of that sum will be deemed outside of the contract and the GCCTB shall have no liability for the expenditures.

SCOPE OF SERVICES. The scope of the work and amount may vary based on the yearly budget and the annual review.

CONTRACT PERIOD:

The initial contract will be from **December 1, 2023 through December 31, 2026.**

PUBLIC RELATIONS RESPONSIBILITIES:

Services that shall be required under the specific direction of the GCCTB include, but are not limited to the following:

- A) Familiarity with the Grand County tourism industry, including marketing, public relations, research, and resources.
- B) Perform the work described below for a sum plus reimbursement for expenses, an amount to be reviewed annually. The current contract commitment is approximately 400 hours annually.
- C) Expand and maximize opportunities through collaborative relationships with Grand Lake, Granby, Winter Park, Kremmling, and Hot Sulphur Springs Chambers of Commerce; Scenic Byways promotional group, Economic Development,
- D) Plan and host press trips in coordination with the vendor's contacts, the CTO, and other deemed partners.
- E) Strategic Communications Planning: Develop a comprehensive public relations strategy aligned with our organization's goals and objectives. This should include identifying target audiences, key messages, and appropriate communication channels.
- F) Media Relations: Establish and maintain relationships with relevant media outlets, journalists, and influencers. Proactively pitch story ideas, press releases, and media advisories to generate positive media coverage. Manage media inquiries and coordinate interviews and media appearances.
- G) Content Creation: Create compelling and engaging content for various platforms, including press releases, social media posts, newsletters, and website content. Ensure consistent messaging and branding across all communication materials.
- H) Crisis Management: Develop a crisis communication plan and provide guidance and support in managing potential crises or reputation issues.

Develop key messages, prepare spokespeople, and handle media inquiries with the executive director during crisis situations.

- I) Stakeholder Engagement: Develop strategies to effectively engage with our stakeholders, including community members, clients, partners, and employees. Organize events, and other initiatives to foster positive relationships and promote our organizations mission.
- J) Measurement and Reporting: Provide monthly reports on the effectiveness of public relations efforts, including media coverage, social media metrics, and key performance indicators. Identify areas for improvement and make recommendations for optimizing communications strategies.
- K) Make recommendations for budget savings where appropriate. Support all policies of the Grand County Colorado Tourism Board. Maintain a high level of confidentiality as it relates to the Grand County Colorado Tourism Board.

REQUIRED INFORMATION AND SUBMITTALS:

- 1. Agency Profile: Provide an overview of your agency, including years of experience, areas of expertise, and a list of clients in the relevant industry.
- 2. Team Composition: Describe the key team members who will be involved in the project, including their qualifications and relevant experience.
- 3. Case Studies: Share examples of successful public relations campaigns or projects that demonstrate your agency's capabilities and results.
- 4. Approach and Methodology: Outline your proposed approach to addressing our organization's public relations needs. Include details on how you would develop and execute a comprehensive public relations strategy.
- 5. Budget and Timeline: Provide a detailed breakdown of your proposed budget, including fees, expenses, and any additional costs. Include an estimated timeline for executing the project.
- 6. Short-listed finalists shall be required to provide proof of insurance 1.2 million liability coverage.
- 7. Only applicants who demonstrate the required qualifications and experience for this contract will be considered for an interview.

CRITERIA:

Evaluation of responses to the RFP portion of this solicitation will be done in accordance with the criteria defined below:

- a) Qualifications of respondents.

- b) Experience working with advisory committees, government boards, etc.
- c) Knowledge of Colorado tourism destination marketing.
- d) References in area of expertise.

SUBMISSION INFORMATION:

Submittals are due no later than **5:00 pm MST, September 30^h, 2023**.
Grand County Colorado Tourism Board
P.O. Box 131 Granby, CO
80446

EVALUATION CRITERIA:

All applicants will be evaluated by the GCCTB. Submittal evaluations will be done in accordance with the criteria and procedure defined below. The candidate selected to proceed to the contract stage will be chosen based on their ability to meet the overall expectations of the organization. The following guidelines will be used to evaluate the submittals (in no particular order of priority).

- a. Demonstration in the proposal of the candidates understanding of the scope of work.
- b. Knowledge and understanding of Grand County.
- c. Experience in the tourism industry.
- d. Demonstrated ability to work independently and adapt to a changing environment.
- e. Ability to perform the work within a fixed time schedule, within a set budget, and the appropriateness of fee structure.
- f. Ability to stay up to date with the evolving assets and challenges of Grand County as well as the competitive landscape in the State of Colorado.

INTERVIEWS:

The top three candidates that best meet the proposal qualifications as deemed by the selection committee will be interviewed by the GCCTB on October 30th, 2023 at a location in Grand County.

SELECTION PROCESS AND TRAINING:

GCCTB intends to engage the most suitable candidate for this contract. The winning candidate will have approximately one month (December 2023) to train with the current contractor.

TIMELINE:

RFP question deadline	September 15 th , 2023
Submittal deadline for proposals	September 30 th , 2023
Notification of interview	October 15 th , 2023
Interview of top 3 candidates	October 30 th 2023
Final selection	November 1 st , 2023
Contract commences	December 1 st 2023

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